

Damion Robinson

Graphics & Media design
London UK.

Hydraulic Fracturing

A Government Educational Program

Hydraulic Fracturing (Fracking) is a process of extracting gas from shale rocks deep beneath the Earth. A Hydraulic fracking campaign which looks to communicate and educate the local community of the good and bad aspects of fracking.

Solution

This was designed to be an activist campaign, supporting the “idea” of Hydraulic Fracturing. But, as a process we believe that it causes more harm than good to the people’s community. The notion within the campaign is designed to be tender and aggressive simultaneously; by which, the colours, typefaces and the shared relation between all graphic elements must share a bold disruptive voice. Additionally communicated through the imagery brochures and banner designs. I had the opportunity to construct and lead this project as the team leader.





T shirts

Brochures



Banners



Posters



MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB,
BUT AT THE COST OF YOUR FAMILY
HEALTH'S.



MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU A SAFE
EMPLOYMENT BUT IT CAN ALSO
CONTAMINATE YOUR WATER WITH
CHEMICALS.



MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB,
BUT AT THE COST OF YOUR FAMILY
HEALTH'S.





Exhibition design

Hubble Space Telescope 25th Anniversary

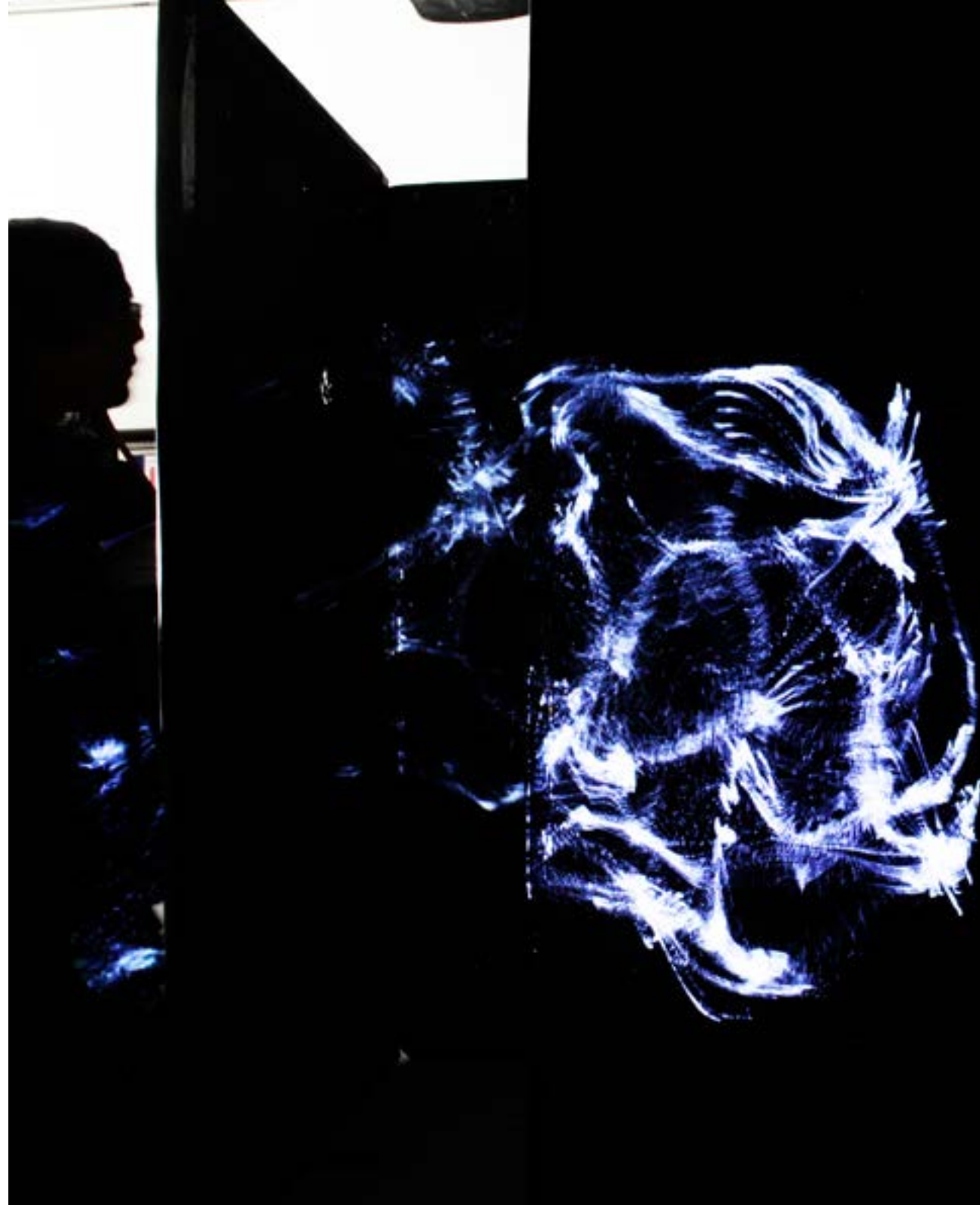
The Hubble exhibition is design to celebrate Hubble's 25th anniversary since launched. The exhibition was designed, focusing on a recent event that occurred on the 11th of December 2015.

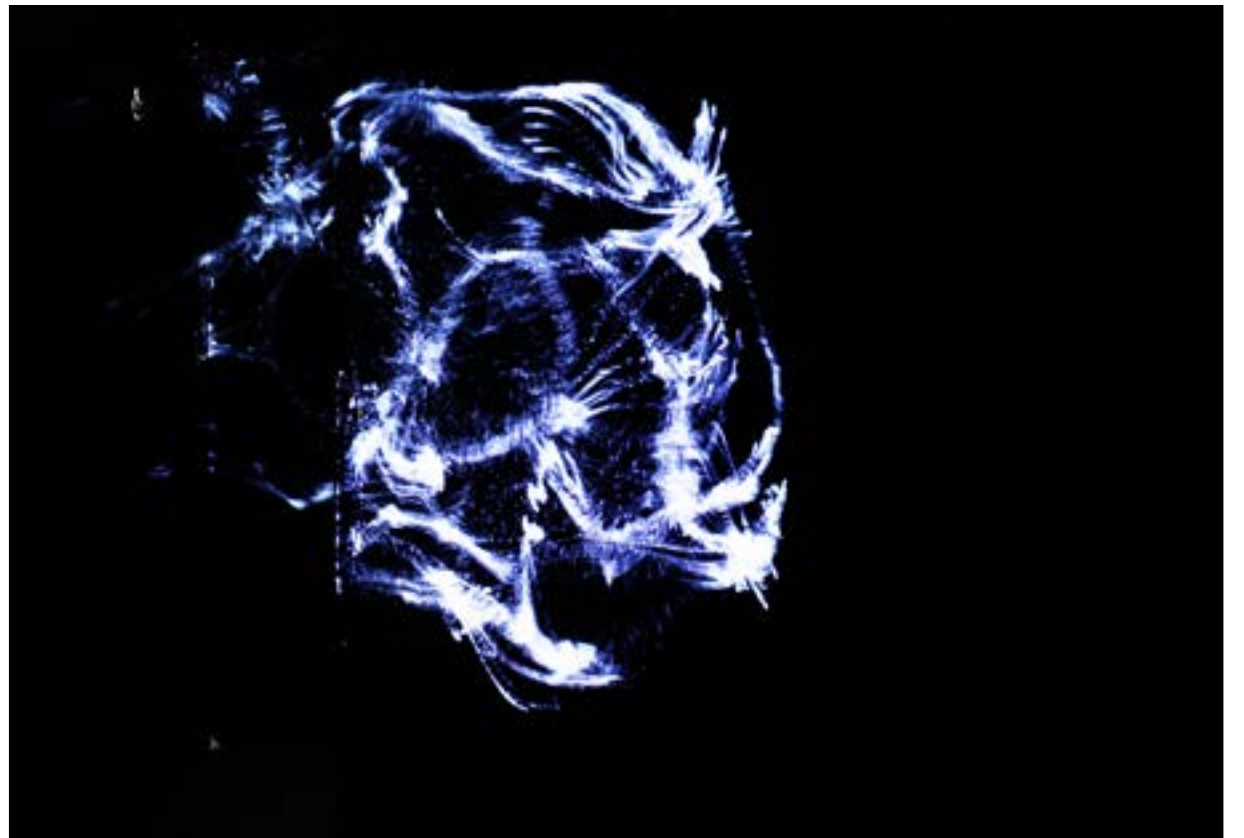
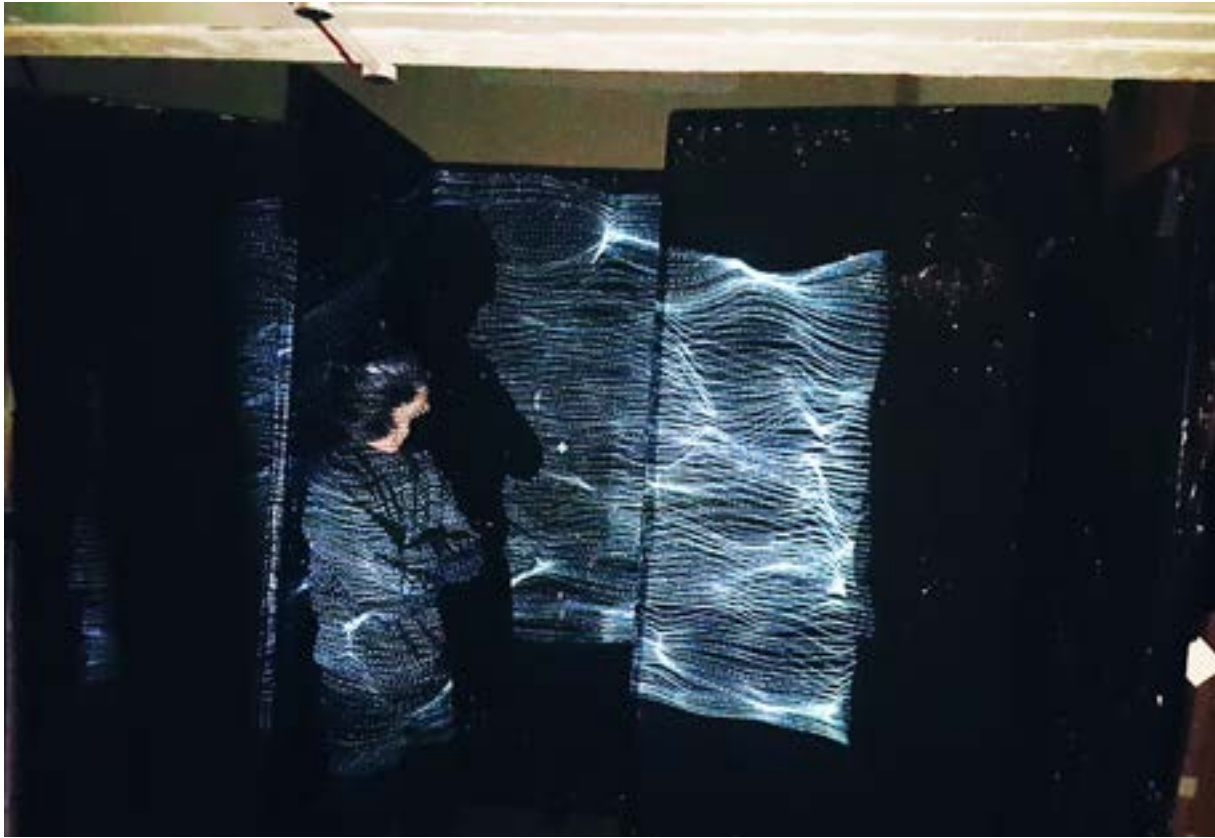
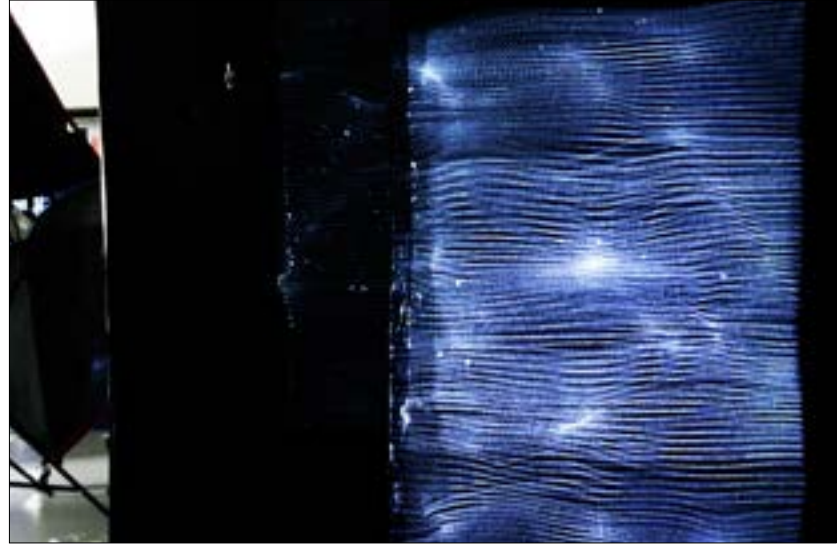
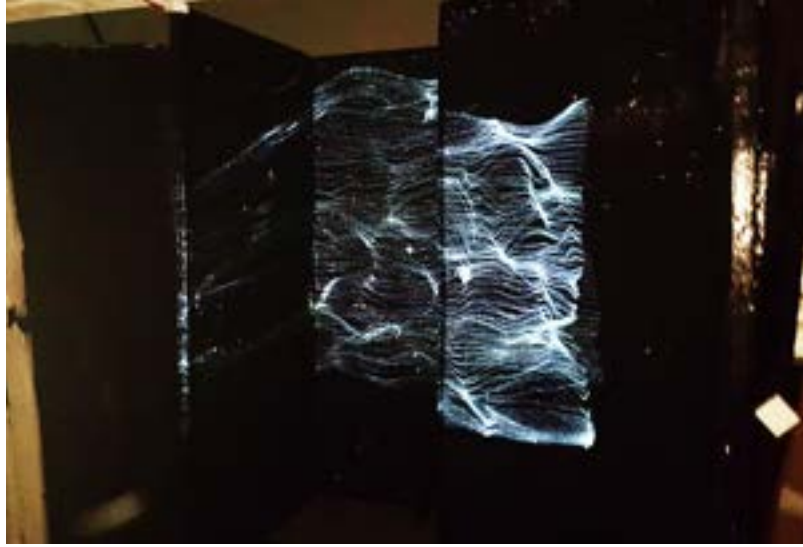
The Brief

The challenge of the brief, that I wrote was to design and utilised all the scientific information relating to this particular event, due to the fact that there aren't any High resolution images released from NASA.

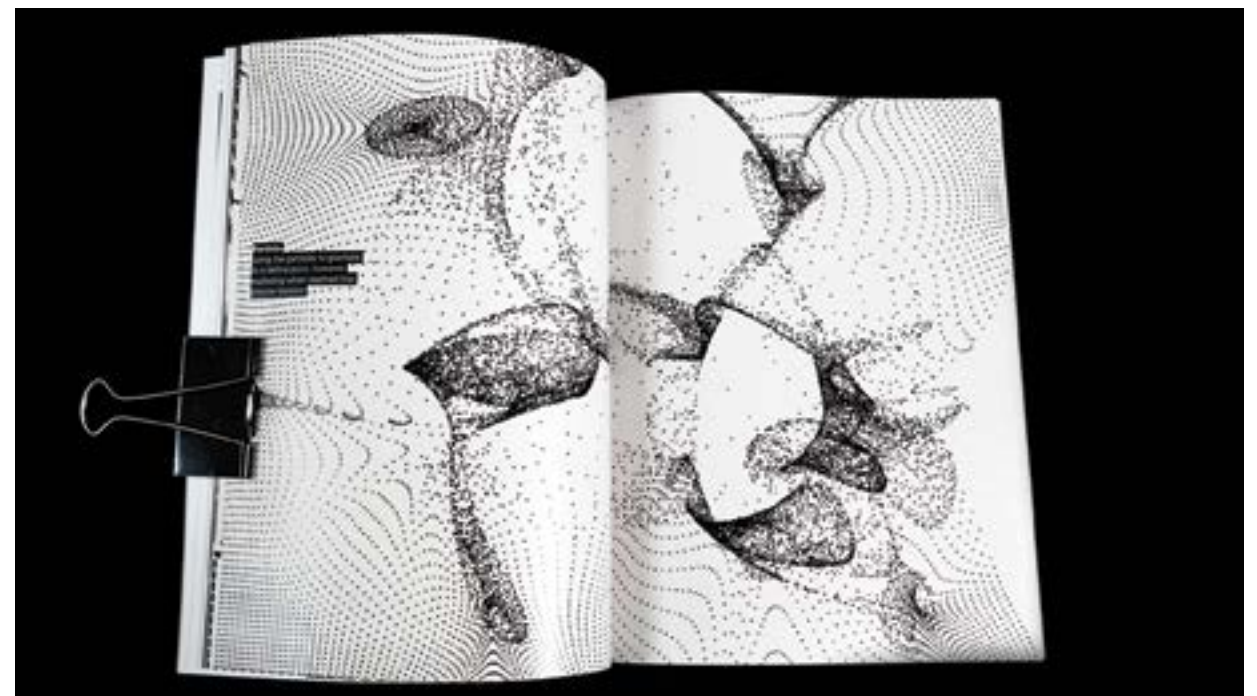
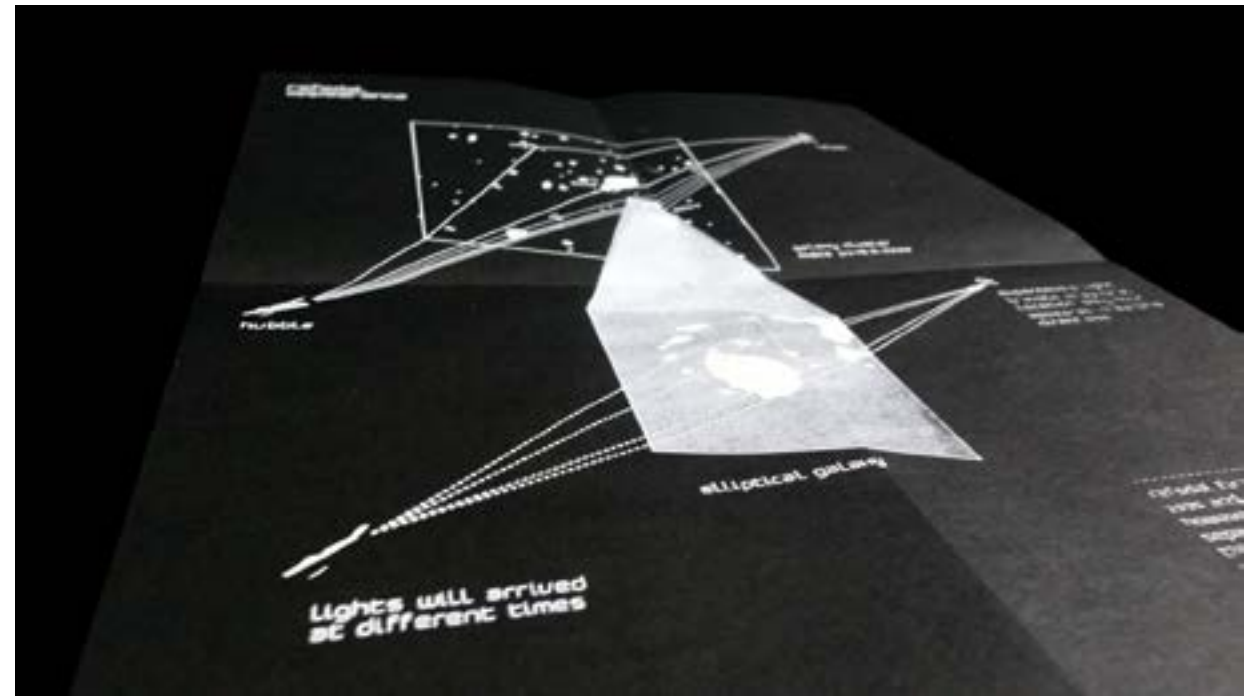
Solutions

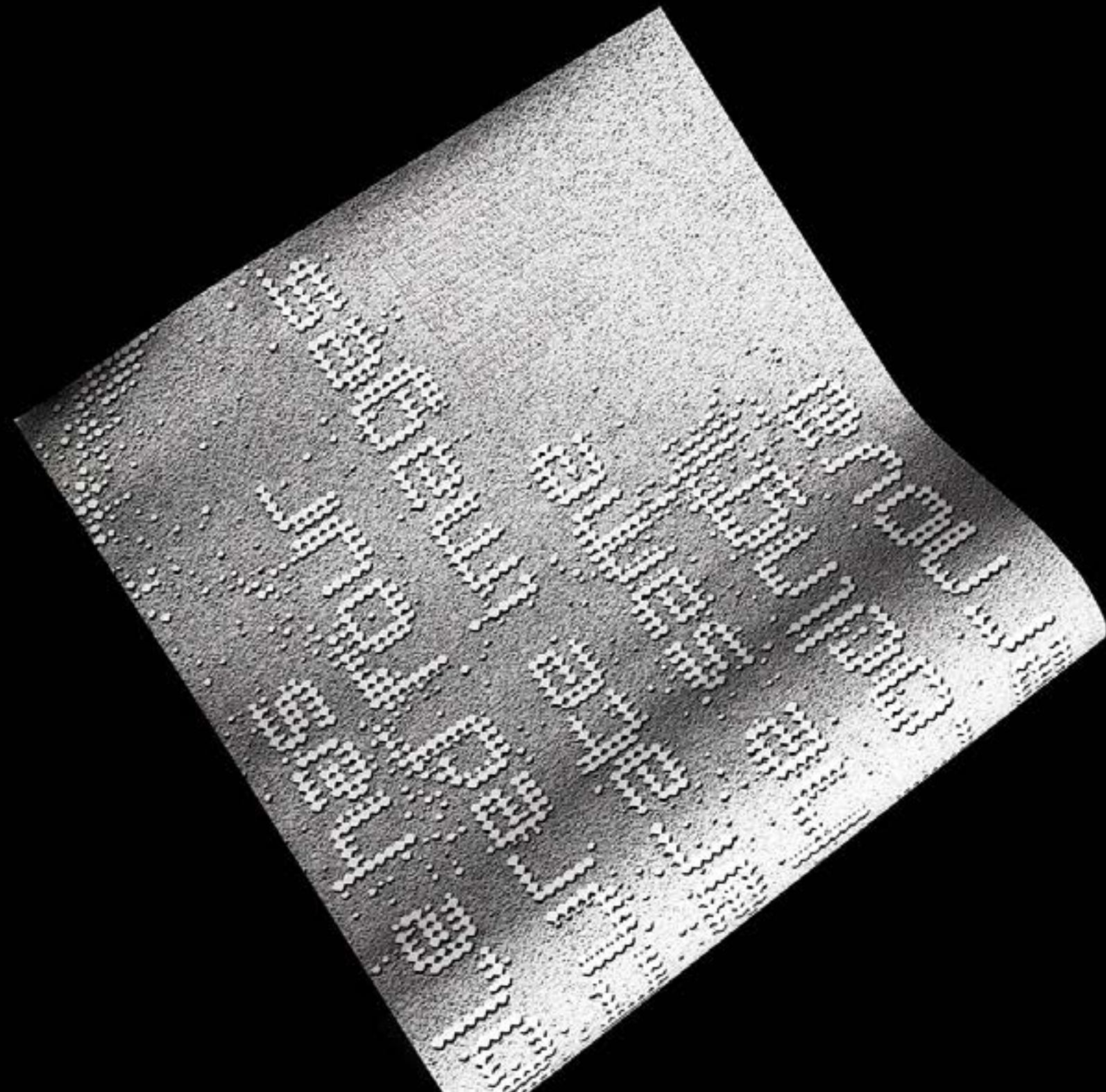
The solution was to create a linear journey in which multiple interactive environments that relates and demonstrate the notion relating to the event. The environments were coded using processing; additionally, there were designed posters, booklets/ with an insert depicting the appearance of a supernova that cause this event. But also, I had design a modular typeface to compliments the optical illusions with the environments, this was to supported and strengthen the relationship between all graphic elements. All graphic elements are design in relation to the information supported from NASA.











Adobe creative suite

Advertising

The challenge of this brief was to create a poster that demonstrate the power of adobe creative suite. The solution was to designed using both Illustrator, Photoshop and indesign to create an energetic and creative artwork to be display across shopping mall and similar like environments. As these environments are supposedly busy: an artwork was created to capture attention with little to no wording.





Critical Mass News

Green Week Newspaper

Critical Mass was built and design around the student's stories; young people who felt the need to express their concern about the issues they face and subjective matters which would concern everyone else. It was published and distributed throughout the five UAL campuses and various areas within central London. A max of two thousand copy was printed and distributed.





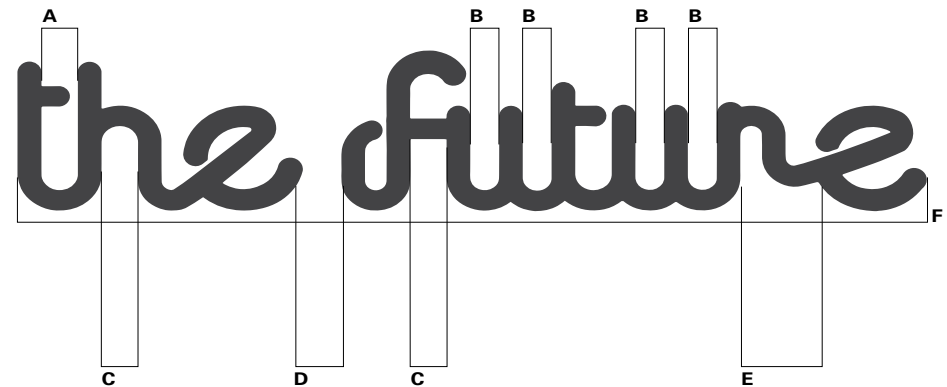
Identity & information

Design information for 2016 submit

The challenge of the brief was to design information and an identity for the upcoming submit, that depicts and discussed the “six critical drivers of global change” stated within Al Gore’s book. This was to carefully illustrate the convergence of three chapters in the book.

Solution

The solution was to design a wall chart that demonstrates the interaction of the three selected drivers of change; depicting the influence of one chapter onto the other. This notion was presented through a time-line... Displaying the human population growth and the consumption of technology, but also how the increase technology consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I had hand drawn a logotype that works and compliment the information that was designed. In Addition to that an identity guideline was then produced for the submit.



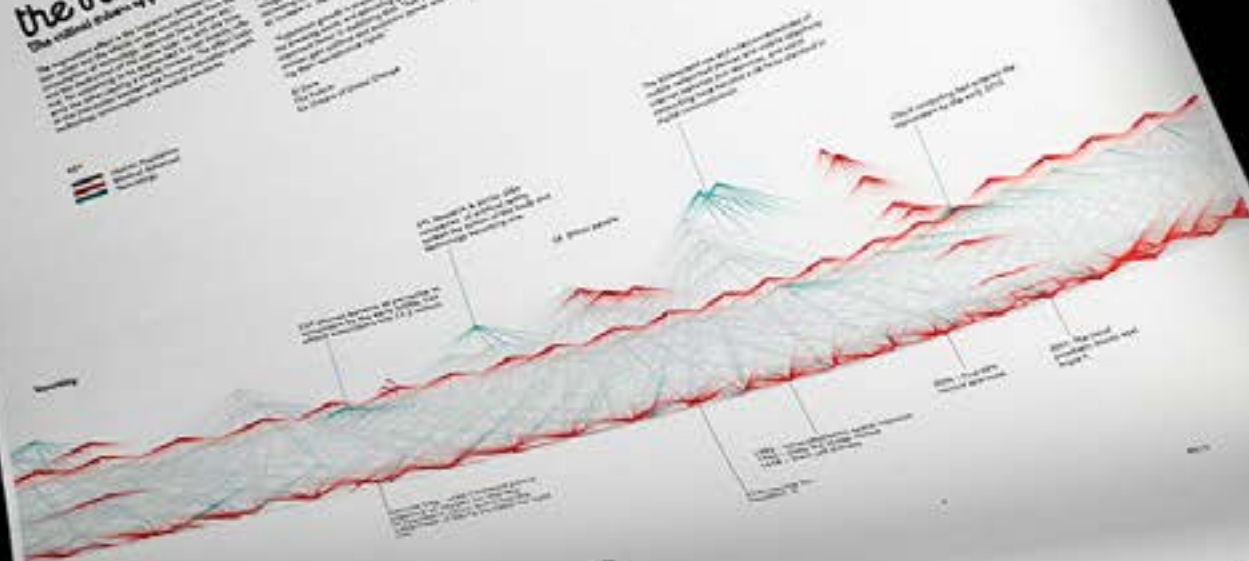
- A 7mm
- B 5mm
- C 8mm
- D 9.5mm
- E 14mm
- F 160mm

the future

The vibrant future of global change

The world is on the cusp of a new era of global change. The future is not just a distant horizon, but a vibrant, dynamic landscape of opportunity and challenge. The world is on the cusp of a new era of global change. The future is not just a distant horizon, but a vibrant, dynamic landscape of opportunity and challenge. The world is on the cusp of a new era of global change. The future is not just a distant horizon, but a vibrant, dynamic landscape of opportunity and challenge.

100%
100%
100%



The Augmented Effect

The world is on the cusp of a new era of global change. The future is not just a distant horizon, but a vibrant, dynamic landscape of opportunity and challenge. The world is on the cusp of a new era of global change. The future is not just a distant horizon, but a vibrant, dynamic landscape of opportunity and challenge.

Population Scenario

Future population growth will happen in the least developed countries where birth rates remain the highest.

Life Expectancy at Birth

Increased health care and medical advances will extend the expectancy from the global average of 70 years to 85 years.

Urban Population By 2050

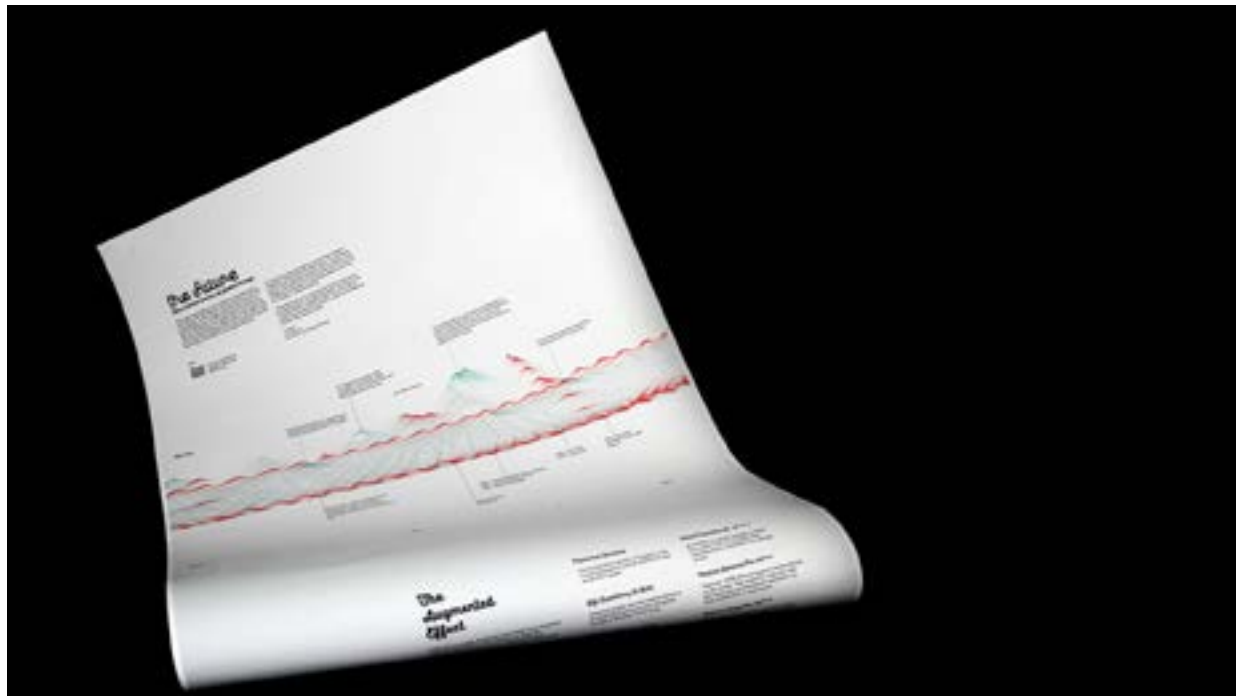
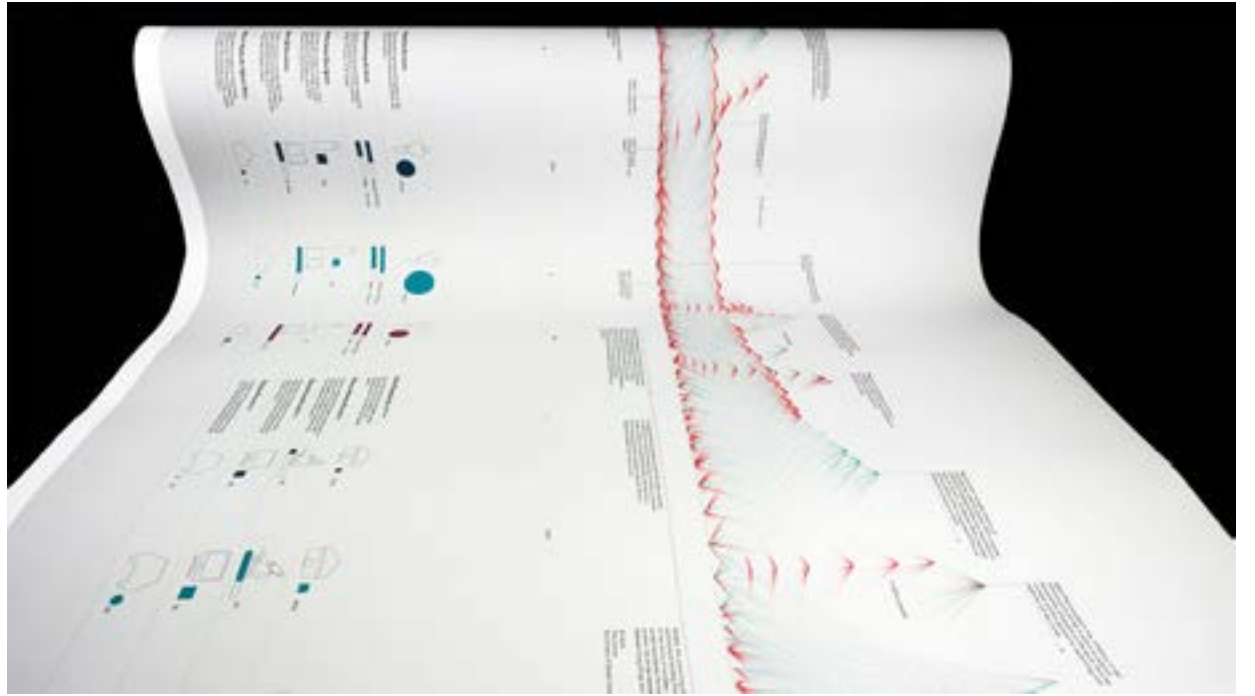
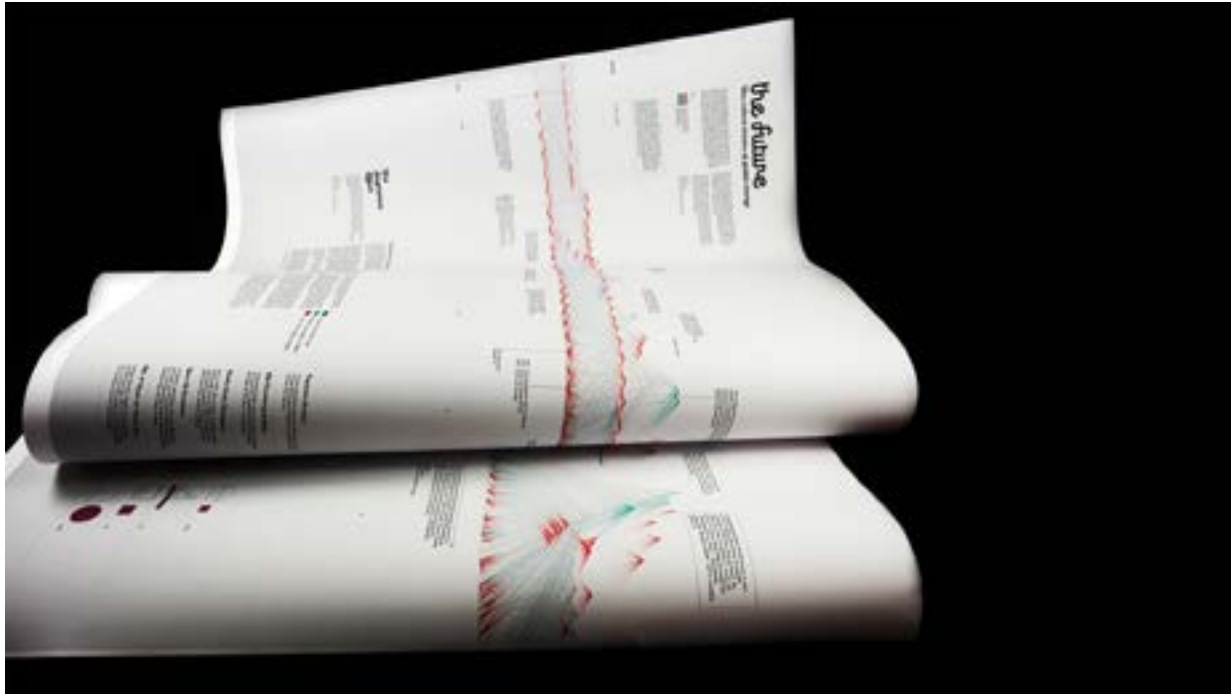
By 2050, the world's population will be 10 billion, with 60% living in urban areas. Urban areas will be the most densely populated.

Medical Advances Per 100,000

There are 100,000 different types of medical devices on the market. They range from high cost, high tech equipment and pharmaceuticals to low cost, low tech devices like insulin.

Global Health Per 100,000

Global health is a complex issue. It involves many different factors, including economic, social, and environmental factors.


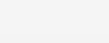


The Identity & Colour Scheme

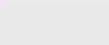
Primary Colours

	
PANTONE P 670-14 C	PANTONE P 70-6 C
C 100 M 90 Y 0 K 10	C 35 M 65 Y 0 K 10
M 87 G 14	M 41 G 59
Y 94 Z 0	Y 44 Z 56
K 84	K 10

Secondary Colours

	
PANTONE P 119-6 C	PANTONE P 70-6 C
C 60 M 40 Y 0 K 10	C 35 M 65 Y 0 K 10
M 40 G 60	M 41 G 59
Y 0 Z 100	Y 44 Z 56
K 10	K 10

Primary Colours

	
PANTONE P 670-14 C	PANTONE P 70-6 C
C 100 M 90 Y 0 K 10	C 35 M 65 Y 0 K 10
M 87 G 14	M 41 G 59
Y 94 Z 0	Y 44 Z 56
K 84	K 10

the future

A: 100%
B: 100%
C: 100%
D: 100%
E: 100%

the future
The critical drivers of global change

Logo
Logo Type

Typography & Applications

Primary Colours

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Colours

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Primary Colours

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Primary Colours

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Applications



Signage & Applications



Brand / Identity

Hemodialysis Treatment In China

The motive of this project captured and framed the creation of the brand / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

Primary Colours

Pantone 7633 C
C25 M37 Y30 K0
R193 G161 B161
Hex c1a1a0

Pantone 5493 C
C51 M23 Y36 K0
R133 G168 B163
Hex 84a7a2

Primary Typeface

Lucida Bright Demibold
Lucida Bright Regular
Songti SC Bold
Songti SC Light



A5 BROCHURE
LANDSCAPE

Dimensions

Width = 310mm
Height = 145mm
Gutter = 5mm
Bleed = 5mm



ROLL-UP BANNER

Dimensions

Width = 900mm
Height = 2000mm
Gutter = 5mm

A4 POSTER
PORTRAIT

Dimensions

Width = 210mm
Height = 297mm
Gutter = 5mm



BILLBOARD

Dimensions

Width = 4000mm
Height = 2000mm
Gutter = 5mm
Bleed = 5mm



Damion Robinson

Thank you!

Scroll for CV



Contact

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07804832523

Clients

Dorling kindersley
Tech Mix Magazine
University Of The Arts London
NewStateman
TG Trading
V&A Museum
Rise & Grid Apparel
Sylvia Bakery
Pleasant Bakery

Skill sets

Set 01 - Theory

Grid & Layout
Typography Knowledge
Colour Theory Knowledge
Image Editing
Interface Design
Creative Thinking
Verbal Communication
Visual Communication
Analytical / Critical thinking
Print & Layout Design
Photography
Networking
Social Media Marketing

Set 01 - Technical

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Sketch / Zeplin
Adobe Dreamweaver
IntelliJ IDEA
Brackets / Code-Kit
HTML / CSS
Microsoft Word
Microsoft Powerpoint
Microsoft Excel

Set 03 - Personal

Friendly & approachable
Able to work in a team
Practice attention to details
Open for suggestion/ willingness
Organised & Professional

Education

September 2012 - June 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies. University of the Arts London - London College of Communication

September 2010 - June 2012

BTEC- Diploma in professional Studies
ST. Francis XAVIER

September 2006 - June 2010

Addington High School

Awards & achievement

Exhibitions

UAL - Summer Degree Show
Ukadia - Raven Bourn University - With Grayson Perry
ST. Francis Xavier - Design Show

Awards

UAL Fund Trust

Experience

Assistant Teacher - London College Of Communication

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant teacher on the summer programs; whilst being a mentor to incoming students and below years. (My recent role was to design a program and to teach as an assistant tutor to the thesis / design groups of the year two students).

Graphic Designer/ TG Trading

August 2015 - November 2015

Worked along side four talent designer to create a entire brand / identity for a Hemodialysis Treatment Centre in China.

Dorling Kindersley Publishing / Penguin Group

September 2014 - July 2015

Worked with the knowledge team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and completed elements for the picture pedia-books. (Illustrations / icons & editorial design)

Design Intern/ NewStateman

December 2014 - January 2015

Researching and creating political content, for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

Creative Designer / Techmix Magazine

August 2014 - December 2014

Creating and editing content for clients, presenting the companies ideas and philosophy, whilst researching into the current market and analysing new ways for revenue / income. (Designing Presentations / brochures and advertising graphic)

Student Ambassador / University Of The Arts London

September 2012 - November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles which included mentoring other students from the University and partner Colleges, creating and working at events and managing public relation via good communication.

Assistant/ Bank Of America

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with bank of America. My role was simple, to work with the customers and cater to their needs, utilizing my communication skills as a method of means.

Assistant/ Child Help Foundation

January 2010 - July 2010

Trained and worked with child help line at the end of high school for couple of months, this thought me how to communicate to both young and old. My role was to work alongside, students my age, bringing better communication to the young ones who need advice and assistance.